



Eager Beaver Trailers Launches New Website

Equipment manufacturer Eager Beaver Trailers, headquartered in Lake Wales, Florida, recently debuted its new website www.eagerbeavertrailers.com. After eight weeks in planning and development, the site premiers with an improved look and feel as well as several convenient new features.

([PRWEB](#)) November 15, 2003 --Equipment manufacturer Eager Beaver Trailers, headquartered in Lake Wales, Florida, recently debuted its new website www.eagerbeavertrailers.com. After eight weeks in planning and development, the site premiers with an improved look and feel as well as several convenient new features.

Eager Beaver president Frank Flowers says, "The thinking which prompted the redesign was that we could use the web to provide better support to our customers and dealers. To ensure that the website would effectively convey their message to an online audience, Eager Beaver engaged a professional web development firm. The team then identified areas of the existing site that could be improved and user-friendly features to incorporate into a new design. The result is a professional website that reflects the company's role as an industry leader in product development and dealer support.

The main goal of the website is to showcase the company's line of construction equipment trailers. In an industry where companies generally specialize in either small or large capacity trailers, Eager Beaver differentiates itself by offering a complete line of trailers ranging from five to sixty ton capacities. Website users can browse through the Tagalong, Easy Loader, and Lowboy models and explore an interactive list of design features. The site successfully conveys the innovative design features and quality workmanship characteristic of each Eager Beaver Trailer.

Two of the most utilized new features are the specifications library and the dealer locator. The specifications library includes a specifications sheet, complete with scale drawings, for each trailer model. These specification sheets are in the popular Adobe PDF format that can be viewed and printed from a web browser. In addition to providing more convenient access, eliminating the need to print and distribute specification sheets is both cost effective and environmentally friendly. The dealer locator allows U.S. customers to easily find a local dealer, among the three hundred plus authorized dealers in the United States, Canada and Latin America, by simply selecting their state and then viewing a list of authorized dealers in their area.

Pleased with the enthusiastic response, Eager Beaver plans continued improvements to the site. They are also exploring other ways to utilize the internet in their ongoing commitment to improving support to customers and dealers.

About Eager Beaver Trailers

Since 1946, Eager Beaver Trailers has been manufacturing the highest quality construction equipment trailers. Eager Beaver offers a complete line of trailers ranging from five to sixty ton capacities available in Tagalong, Easy Loader, and Lowboy models. The company's approach to transportation safety has made them a leader in product development and dealer support nationwide. Eager Beaver Trailers now has a network of over 300 dealerships throughout the United States, Canada, Mexico and Latin America. For more information, visit www.eagerbeavertrailers.com.



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